

Message

From: WAGGONER, COLE [AG/1000] [REDACTED]@monsanto.com]
Sent: 9/11/2017 5:04:32 PM
To: Cubbage, Adam [REDACTED]@fticonsulting.com]
CC: MURPHEY, SAMUEL [AG/1000] [REDACTED]@monsanto.com]; Colasuonno, Lou [REDACTED]@FTiconsulting.com]
Subject: RE: Book - Action items

Thanks Adam. Your tweaks to statement and the rollout plan look very good. Talk to you Wednesday morning.

From: Cubbage, Adam [mailto:[REDACTED]@fticonsulting.com]
Sent: Monday, September 11, 2017 4:12 PM
To: WAGGONER, COLE [AG/1000] <[REDACTED]@monsanto.com>
Cc: MURPHEY, SAMUEL [AG/1000] <[REDACTED]@monsanto.com>; Colasuonno, Lou <[REDACTED]@FTiconsulting.com>
Subject: RE: Book - Action items

Hi Cole

Please now find attached an updated draft roll out, which we can discuss next time we connect on the phone.

In terms of collateral, we need to produce the following:

- ٗ Key messages
- ٗ Website Content
- ٗ Talking points for Monsanto people to engage with third parties x3
- ٗ How to post book reviews email
- ٗ Issue Alert
- ٗ Video script
- ٗ On the Record Statement

Kind regards
Adam

From: Cubbage, Adam
Sent: Monday, September 11, 2017 9:49 AM
To: 'WAGGONER, COLE [AG/1000]'
Cc: MURPHEY, SAMUEL [AG/1000]; Colasuonno, Lou
Subject: RE: Book - Action items

Hi Cole

Please find attached some comments, which we're happy to discuss.

I've adjusted the title slightly, although I expect your SEO experts may want to play with it as well to support our goals?

I've also added a part explicitly drawing the link between proliferation of anti-glyphosate ideas and driving profits to organic farming products – this is the first time we would have done so specifically, so it would be good to get your and Sam's view on this drafting.

Kind regards
Adam

From: WAGGONER, COLE [AG/1000] [mailto: [REDACTED]@monsanto.com]
Sent: Sunday, September 10, 2017 2:55 PM
To: Cabbage, Adam
Cc: MURPHEY, SAMUEL [AG/1000]; Colasuonno, Lou
Subject: RE: Book - Action items

Attached for review is draft webpage contents. This is based on the message architecture we all aligned on. Please send feedback tomorrow if possible – we need to finalize ASAP this week so we can shoot the video and post this webpage mid Sept. Thanks.

From: Cabbage, Adam [mailto: [REDACTED]@fticonsulting.com]
Sent: Friday, September 08, 2017 12:47 PM
To: WAGGONER, COLE [AG/1000] < [REDACTED]@monsanto.com>
Cc: MURPHEY, SAMUEL [AG/1000] < [REDACTED]@monsanto.com>; Colasuonno, Lou < [REDACTED]@FTIConsulting.com>
Subject: Book - Action items

Cole

Good to chat, let me know if you think the below captures everything. Feel free to edit and add to.

Immediate actions

-  Paid placement of existing blog post on Carey Gillam when google search “Monsanto Glyphosate Carey Gillam”
-  To be replaced by website below once launched
-  Adam to update roll out plan and timeline
-  Cole to work messaging architecture into a more fulsome statement

Third party engagement

-  Cole to identify 3 people internally as the main contact point for the following:
 1. Pro science third party Monsanto person – get a name for who would speak to Sense about science, Science media center and Global Farmer network
 2. Engage Industry & Farmer Customers (ASA, NCGA, individual customers, etc.)
 3. Regulatory authorities
-  Develop Third party talking points for those people
-  Team to set up calls with the communication team and those three to talk about how they engage with external third parties and to brief

Direct Communications

-  Dual track development of website content similar to <https://monsanto.com/company/media/statements/epa-review-glyphosate/>. The two types are:
 1. Specifically referencing the book and Carey Gillam.
 2. A more general version talks about anti-glyphosate activists and pro-organic capitalist organizations
-  Both includes video from spokesperson, to be scripted
-  Develop specific on the record statement for responding to inquiries about the book from top tier reporters or publications. Not engaging with lower tier / activist publications.
-  Develop issue alert to be sent out internally including laying out flaws of argument in the book and link to book on Amazon (and other) website

Kind regards

Adam Cabbage

Senior Director, Strategic Communications

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